



BEACH BUSINESS IMPROVEMENT DISTRICT (BID) GRANT APPLICATION

1. LEGAL NAME OF APPLICANT (FIRST NAME, SUR NAME)

Keith Willard

2. REGISTERED BUSINESS NAME AND FORM OF BUSINESS ENTITY (A-C)

A. REGISTERED BUSINESS NAME:

Keith Willard Events

B. IS THE COMPANY DOING BUSINESS UNDER ANOTHER NAME, IF YES, LIST NAMES(S) No

C. MARK (X) NEAR APPLICABLE BUSINESS STRUCTURE

- ☐ - Sole Proprietorship
- ☐ - Partnership
- ☐ - Corporation
- ☐ - S Corporation
- ☒ - Limited Liability Company

3. NAME AND POSITION/TITLE OF INDIVIDUAL AUTHORIZED TO SIGN A GRANT PARTICIPATION AGREEMENT WITH THE CITY, ON BEHALF OF THE STATED BUSINESS ABOVE Keith Willard; Authorized Member

4. NAME OF EVENT / PROJECT / PROPOSAL

Love is in the Air – a Valentine's Day Affaire

5. LOCATION OF EVENT – PROVIDE DESCRIPTION AND LOCATION MAP OR SITE PLAN

Las Olas Beach Garage (Deck), 200 Las Olas Circle: *Site Map Attached, Exhibit A*

6. LIST ALL THE DATES ASSOCIATED WITH THE EVENT

A. SET UP DATE(S): Sunday, February 14, 2021

B. EVENT DATE(S): Sunday, February 14, 2021

C. BREAK-DOWN DATE(S): Sunday, February 14, 2021

7. HOURS OF OPERATION: 12 pm – 7pm

8. PROJECTED ATTENDANCE: Throughout Day; 600 - 750

9. COST TO ATTENDEES: Tiered Tickets ranging from \$20 - \$75 pp

10. TOTAL EVENT COST: Estimated \$45,000

11. AMOUNT REQUESTED FROM THE BID: \$22,000



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12. INDICATE WHAT THE REQUESTED AMOUNT WILL BE USED FOR:

BID grant funds will be used for event marketing, public relations services, management / coordination fees and space (top level and vendor parking). Additional hard cost event fees, including supplemental restrooms, city services, waste management and event security/ services to comply with Broward County Covid Standard Operating Practice (SOP). requirements will be split with the Concours event on Saturday, February 13, where applicable.

At this participation level, we can also offer a select number of wedding / event venues within the BID zone opportunities to participate with

- a complimentary tabletop display area,
- reduced space fee (50% of booth space, 10 x 10 – starting at. \$350), and
- inclusion in the guest VIP gift bags - “gift” of minimum of \$20 (500 units) are supplied.

13. LIST OTHER REVENUE SOURCES (OTHER THAN AMOUNT REQUESTED FROM THE BID). IF REQUESTING FUNDS ELSEWHERE, INDICATE ORGANIZATION NAME, AMOUNT REQUESTED, AND STATUS OF THE REQUESTED FUNDS.

As the President of the NACE (National Association of Catering Executives) Broward and Palm Beach Chapters, and by partnering on this event with Kate Reid and Phil Mauro, founders of the Greater Fort Lauderdale Food & Wine Festival presented by Visit Lauderdale, we have a wealth of contacts who work in the Special Events, Hospitality and Luxury Wedding and Lifestyle Industries who will be participating as vendors, sponsors and providing in-kind services for the event.

Other than the requested BID funding, we calculate offsetting costs for hosting the event from:

- ticket sales estimated \$14,000 - \$16,000.00
- vendor fees \$5,000 - \$7,500
- In-kind donations - \$30,000 - \$40,000 value
- in-kind media - \$15,000 - \$20,000 pre- and post-value

14. PROPOSED ACTIVITIES PLANNED (ATTACH NARRATIVE IF NECESSARY)

The event is being structured over the course of seven hours to appeal to different audiences throughout the afternoon and early evening. This not only maximizes the number of attendees and ability to reach a broader audience, but also reduces the number of guests checking in at one time, reduces the number of guests to remain Covid-capacity compliant, and provides vendors and attendees a better opportunity to interact. ***See proposed activities schedule attached – Exhibit B***

15. BID EVENT SPONSORSHIP, IF APPROVED, SHALL ONLY BE “SEED” MONEY, WITH CONTRIBUTIONS REDUCED IN SUBSEQUENT YEARS UNLESS OTHERWISE APPROVED BY THE BID. PROVIDE A BUSINESS PLAN DETAILING HOW THE PROPOSED EVENT



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WILL BECOME SELF-SUSTAINING WITHIN 3-5 YEARS. ATTACH A NARRATIVE IF NECESSARY.

Special event suppliers and wedding professionals much like the retail, hospitality and food and beverage industry have taken a huge hit due to Covid. This will be the first time in nearly a year these businesses will have an opportunity to participate in a show-like setting to connect with consumers.

To do our part, we are reducing the starting price point for a vendor space to \$250 / \$300 (typically \$1,000+) and giving opportunities to as many as possible professionals and suppliers to provide in-kind services to successfully host the event.

We know we will get past Covid, and when we do, we are confident not only will the event be self-sustaining but can grow into a multi-day experience to support business for us all.

16. EXPLAIN IN DETAIL THE POSITIVE ECONOMIC IMPACT THE PROPOSED EVENT / PROJECT / PROPOSAL WILL HAVE FOR THE BID AND BEACH BUSINESSES. INDICATE HOW IT IS CONSISTENT WITH THE LEGISLATIVE DETERMINATIONS OF SPECIAL BENEFITS FOUND IN ORDINANCE C-06-34, SECTION 1.04 (A)(2), BY INCREASING THE NUMBER OF VISITORS TO THE BID DISTRICT.

Typically, guests will spend two-hours at an event of this type, so we aim to work with local restaurants and hotels to incorporate them as before and after experiences and/or add on offers to the ticket price or suggested experiences. By including free parking as a perk when two or more tickets are purchased together in advance, this relieves the desire to leave the area after they spend time at the event.

Examples of this include:

- A group of four girlfriends attend the 12-2 Bubbles Over the Boulevard Sip & Shop experience and meet for breakfast before or go somewhere for brunch after
- A couple attending the Love is in the Air portion 2 - 5:30 has lunch before or go out for an early dinner after; or if they are one of the couples who decides to get married, they reserve a hotel room for the night (or weekend) as the following day is President's Day.
- A couple and their family attend the Valentine's Vow Renewal segment 5:30 – 7pm and have a late lunch before, dinner following, or reserve a hotel room for the night or weekend.

17. DISCUSS HOW THESE IMPACTS WILL BE MEASURED AND REPORTED TO THE BID COMMITTEE UPON COMPLETION OF THE EVENT. ATTACH A NARRATIVE IF NECESSARY.

Beyond reporting attendance, media, website traffic, photos, surveys, and financials we truly wish to drive business to local businesses, and would like to work with each to create or provide a special offer for attendees. This could be reported as hyperlink data on number of clicks to a business website from the event web page, or data provided by the individual businesses themselves on sales derived directly from the event.



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18. EXPLAIN IN DETAIL HOW THE PROPOSED EVENT WILL AID IN THE BID'S EFFORTS TO IDENTIFY OR BRAND THE BEACH AS A WORLD-CLASS DESTINATION. ATTACH A NARRATIVE IF NECESSARY.

Leisure travel and social events are key to an economic recovery for the hospitality industry. People from all walks of life who had to postpone celebrations are eager to move forward with their lives and start planning again. Although under Covid-restrictions, weddings and other events are permitted to take place in Broward County. We plan to use this event to showcase the number of options for people to move forward in celebrating milestone moments and that businesses on Fort Lauderdale Beach can fill that need.

In speaking to the wedding consumer, of all six beach areas in Broward County, Fort Lauderdale Beach and Hollywood Beach are the only two where you can host a beach wedding for free. However, unlike Hollywood, Fort Lauderdale Beach also is home to 10 yacht charter-based businesses for waterway weddings. Coming off the Love Is Love ceremony in 2015 at W Fort Lauderdale, there is opportunity to further expose Fort Lauderdale Beach as a wedding destination for gay and lesbian couples.

Fort Lauderdale is also an ideal location to host any type of event, as the desire to be outdoors has been greatly increased and the area provides near perfect weather year round and greater affordability for those on a budget than neighboring areas in South Florida.

19. PROVIDE A DETAILED MARKETING PLAN THAT EXPLAINS HOW THE PROPOSED EVENT WILL BE MARKETED / ADVERTISED. ATTACH A NARRATIVE, IF NECESSARY.

Event marketing will include the traditional mix of online ads, social media, and press releases. The strength however in our marketing plan is the reach of our network which include:

- GFL Food & Wine database of over 125,000 opt in email subscriber,
- NACE Network of Event professionals (800 members) and their individual database
- CVB Database and Public Relations support
- Luxury Wedding Magazine Email and Social database
- Keith Willard Events reach as a local National media expert – recently featured in the past three months in The New York Times (twice), Parade Magazine, Brides.com, TheKnot.com and Modern Luxury Weddings Magazine, in addition to the reach through a syndicated broadcast / podcast, Behind The Veil, available on all social platforms online and through iHeartRadio and Amazon Audible.



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20. BID SPONSORSHIP TERMS: Describe how the BOD Sponsorship will be included in advertising and marketing plans for the event; provide proof where applicable, and mark [X] agreeing to BID sponsorship terms (a-c)



☒ **A. THE BID LOGO**

Will be included in all advertising and marketing efforts for the event in locations and in proportion with other sponsors at similar sponsorship levels, including radio, TV, print, online and on-site via banners, stage announcements, etc.

☒ **B. BID MANAGER WILL REVIEW AND APPROVE**

Associated media, marketing, and advertising to ensure accuracy

☒ **C. OPPORTUNITY FOR 10 X 10 FOOTPRINT AT THE EVENT**

BID is responsible for décor, rentals, and staffing

21. Mark [X] If You Understand and Agree with Each Statement

- ☒ - I will request the BID logo in the appropriate format for Marketing Purposes
- ☒ - I will provide a Presentation of the Event or Project to the BID Committee 90 Days Prior to the Proposed Event or Project [there are 62 days between presentation and event date]
- ☒ - I have completed the new vendor application form to the City of Fort Lauderdale
- ☒ - I have completed a W-9 form with the City of Fort Lauderdale
- ☒ - If BID Committee recommends approval of funding, I will attend the scheduled City Commission meeting of which this item will be reviews to answer any questions the City Commission may have
- ☒ - If the City Commission approves funding, I will submit an executed Grant Participation Agreement with the City of Fort Lauderdale and mail or hand-deliver (2) original copies to the City Attorney's Office:

City of Fort Lauderdale / City Hall
c/o D'Wayne Spense, Assistant City Attorney
100 North Andrews Avenue
Fort Lauderdale, FL 33301



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- ☒ - I understand sponsorship dollars are treated as reimbursement and as such, if approved, I will provide a final invoice at the end of the event or project along with supporting documents for expenses details in question 12.
- ☒ - If city Commission approves BID funding, and after the event or project is complete, I will provide a post event financial overview presentation to the BID Committee
- ☒ - I understand that within ninety (90) days of the close of the applicant's fiscal year, a financial statement (including profit and loss statement), prepared in accordance with generally accepted accounting principles, accounting for these funds and reporting upon the manner in which they were expended, shall be submitted to:

City of Fort Lauderdale Community Redevelopment Agency | BID
Attn: Vanessa Martin, Business
914 Sistrunk Boulevard, Suite 200
Fort Lauderdale, FL 33311

- ☒ - The Beach Business Improvement District Committee has made it a requirement for returning applicants to provide full financial disclosure when providing post-event presentations. The financial statements shall include balance sheet and income statement. Failure to provide the required financial documents will render any application thereafter incomplete and denied funding.



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APPLICANT CONTACT INFORMATION

Physical Address: 3036 S OAKLAND FOREST DR #2701

Oakland Park, FL

Zip Code: 33309

Office Phone 754-214-3537

Cell Phone 754-214-3537

Email Address keith@keithwillardevents.com

Prior to Signing, Mark [x] to confirm the following:

☒ LEGAL NAME AND PLACE OF BUSINESS ADDRESS MATCH SUNBIZ.ORG

☒ ATTACHED LOCATION OR SITE MAP

☐ ATTACHED PROOF(S) OF BID LOGO USE IN ADVERTISING/MARKETING EFFORTS

☒ AS APPLICANT, I AM THE AUTHORIZED REPRESENTATIVE TO SIGN THE BID APPLICATION AND CITY AGREEMENT

(OR)

☐ NOT AUTHORIZED TO SIGN THE AGREEMENT

WRITE NAME & POSITION OF AUTHORIZED INDIVIDUAL TO SIGN THE GRANT PARTICIPATION AGREEMENT WITH THE CITY. NAME SHOULD BE THE SAME AS QUESTION #3

[Keith Willard](#)

Applicant Full Name (Print)

Keith Willard

Applicant Signature

[Keith Willard Events](#)

[President, Authorized Member](#)

Company Name & Applicant Title

[December 4, 2021](#)

Date Signed

Name: Click or tap here to enter text.

Title: Click or tap here to enter text.

***Only authorized representatives of the company/corporation applying for the grant fund may sign the application. If applicant does not have the authority to sign a binding agreement applicant shall provide the name and title of the individual authorized to sign a grant participation agreement on behalf of the company or corporation with the city of Fort Lauderdale.**

EXHIBIT A - SITE MAP & LOCATION



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Tentative

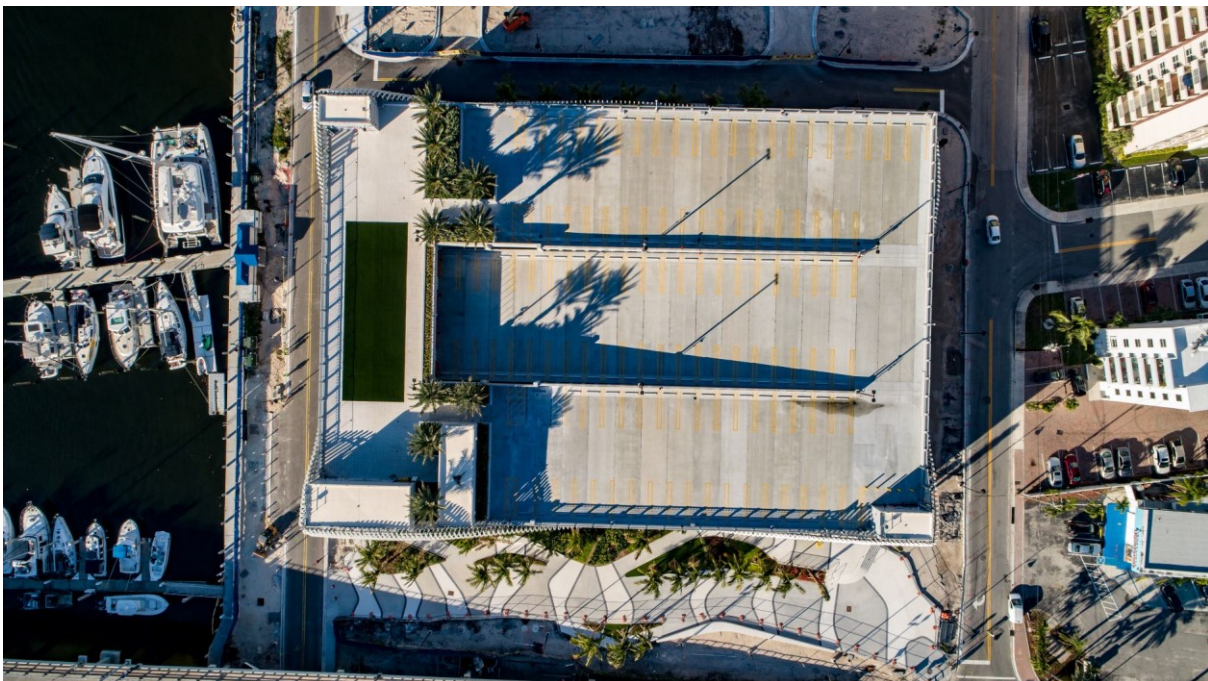
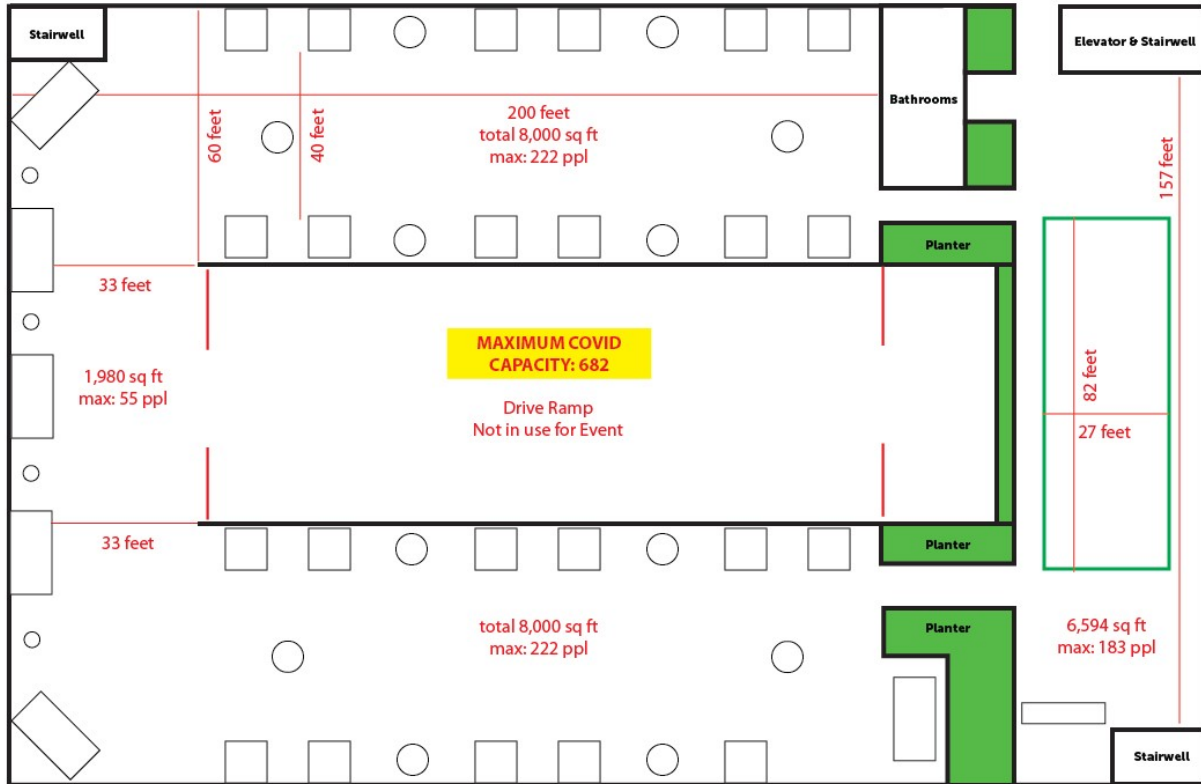


EXHIBIT B



BEACH BUSINESS IMPROVEMENT DISTRICT (BID) GRANT APPLICATION

EVENT TIMELINE & ACTIVITIES

5 am - 11am: Load In and Set Up

12 pm - 2pm: Bubbles Over the Boulevard: *a Galantine's Sip, Shop and Stroll Affair*

- upon entry each guest will pop a bubble balloon on a wall to reveal a gift valued at minimum \$20, the same as their ticket price and gain access to a scannable QR code to reveal special offers at local businesses and on-site vendors
- throughout the space will be a mix of traditional wedding and event vendors, including girly pop up shops, jewelry, clothing, and spa services, similar in style to a "market" but with a luxurious, pampering edge
- live music and entertainment; DJ, Bands, Photo Stations
- fun, socially distanced set up on the lawn, and/or beautifully decorated tables with floral arrangements that could be part of an artistic display and best of competition
- guests are served little packaged light bites to nibble from vendors and bubbles to sip
- a signature bar would afford the opportunity to purchase signature beverages

2 pm - 5:30 pm: Love is in the Air:

Whether you are newly engaged or already there, gain ideas, have fun, or even get married in a festive atmosphere

- continuation of the same but where couples would feel welcome
- offer the opportunity to get married – ticket add on would include a simple bouquet, and/or boutonniere per person, souvenir photo, signed wedding certificate and gift bag

5:30 pm - 7:00 pm: Valentine's Vow Renewal

Celebrate your love and renew your vows whether you have been married 1 year or 71

- continuation of the same, but new audience of married couples
- offer the opportunity to take part in a mass, non-denominational Vow Renewal ceremony – ticket add on would include a rose and/or carnation per person, signature photo, commemorative vow renewal certificate, sparkling toast, and gift bag - with option to dine at local restaurants or book a hotel stay
- non-denominational vow renewal ceremony concludes at sunset (6:40pm)

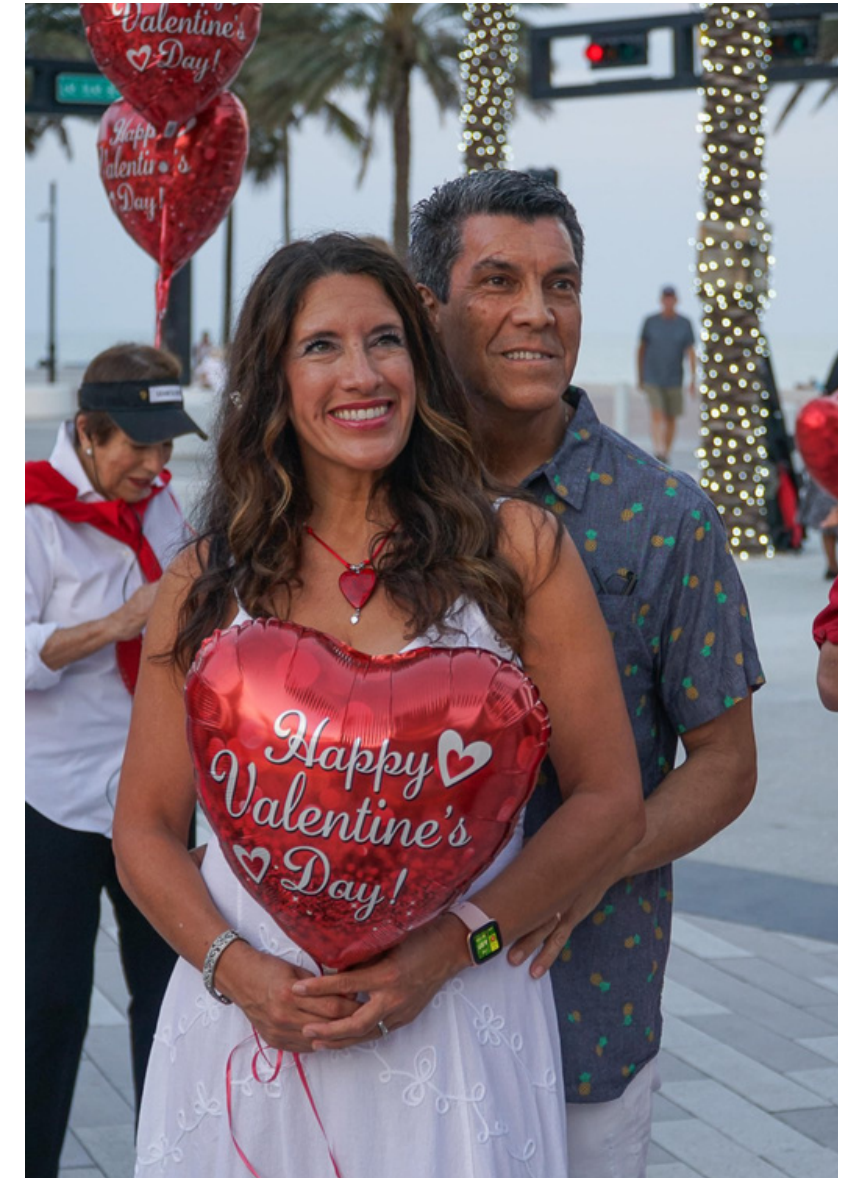
7pm - Strike

Love is in The Air



LOVE IS IN THE AIR

Sunday, February 14 from 12 noon - 7pm
Las Olas Beach Garage Rooftop Deck and Sunset Terrace



ABOUT US – MEET THE TEAM

Keith Willard, Keith Willard Events



Keith Willard, CWP

- Certified, Event Planner specializing in Corporate, Social and Wedding Events
- President, National Association of Catering Executives (NACE) Broward / S. Palm Beach Chapter (2018 – present)
- Member of Meeting Planners International (MPI)
- Host of Behind The Veil, a National Wedding Podcast on iHeartRadio
- National Speaker and Wedding Industry Expert featured in the New York Times, Washington Post, Parade Magazine, People Magazine, Brides.com and others
- Former Director of Sales & Catering and Events at Hyatt Regency Miami, One Bal Harbor and The Ritz-Carlton, Bal Harbor (2009-2016)
- Volunteer Event Coordinator for "The Smart Ride" – a 2-Day, 165 mile bicycle ride from Miami to Key West every November to help fund AIDS related organizations (2009 – present)

ABOUT US – MEET THE TEAM

Kate Reed, 66 Productions



Kate Reed

- 20+ year career specializing in event operations, logistics and development throughout the country
- Integral team member that brought back the Fort Lauderdale Air Show in 2016 with the Motwani Family
- Fort Lauderdale Air Show Operations Director that worked with City of Fort Lauderdale staff and FDEP to successfully move the Fort Lauderdale Air Show footprint from A1A to the sand, resulting in the elimination of permanent road closures
- Since 2018, owner of the Greater Fort Lauderdale Food & Wine Festival
- Since 2019, owner and co-founder of 66 Productions, producers of the Greater Fort Lauderdale Food & Wine Festival, Brews at the Beach and Hollywood Mardi Gras
- 2020 'Best of Fort Lauderdale' winner for Best Local Event

ABOUT US – MEET THE TEAM

Phil Marro, Jr., 66 Productions



Phil Marro, Jr.

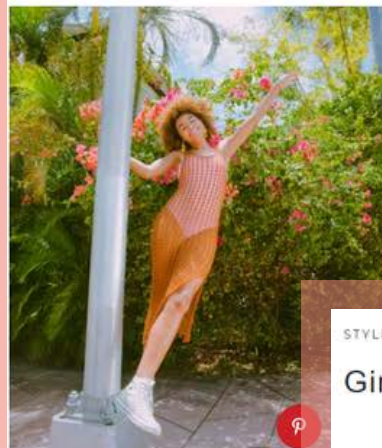
- Greater Fort Lauderdale native and 14 year event veteran with a specialty in ticketing, sponsorship and marketing
- Board Member of the Greater Miami Festival & Events Association
- Board Member of the Greater Hollywood Chamber of Commerce
- Integral team member that brought back the Fort Lauderdale Air Show in 2016 with the Motwani Family
- Since 2019, owner and co-founder of 66 Productions, producers of the Greater Fort Lauderdale Food & Wine Festival, Brews at the Beach and Hollywood Mardi Gras
- 2020 'Best of Fort Lauderdale' winner for Best Local Event
- Notable event projects include several PGA Tournaments, the Coconut Grove Arts Festival, SunFest, the World Baseball Classic, BCS National Championship and Super Bowl XLIV

LOVE IS TRENDING

Celebrating Singles, Over-Covid Couples and Couples Who Made it Through Quarantine

Being Single In 2020 Doesn't Have To Suck

ELIZABETH GULINO
LAST UPDATED SEPTEMBER 15, 2020, 4:22 PM



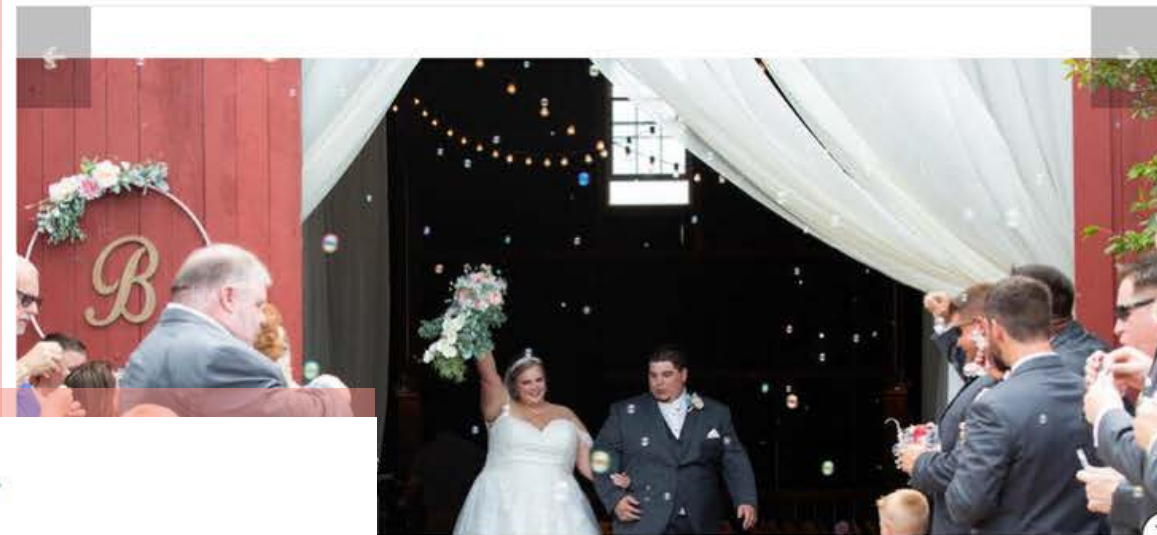
Happy National Singles Week, everyone (yes, it's a thing!). If you are single, you're in good company: According to data from the General Social Survey, 51% of Americans between the ages of 18 and 34 weren't coupled up in 2018. We strongly believe that being single is awesome; a state to be treasured and enjoyed, rather than worried over. But we also know that we're given some pretty strong cultural cues every day that equate being single with being

STYLE, TRAVEL, UNCATEGORIZED · JANUARY 30, 2017

Girlfriend's Guide to Valentine's Day

After COVID cancellations in spring, weddings are back on

By Tom Collins [Follow](#)
© Nov. 10, 2020



Love in the time of coronavirus: The rise of the second wedding

With coronavirus restrictions limiting the amount of guests at this summer's weddings, we are set to see a wave of bigger, second wedding parties in 2021, following on from the intimate gatherings that were allowed to take place this summer. What do brides need to bear in mind when planning?



by REBECCA COPE
FRIDAY 21 AUGUST 2020



"We felt it was almost like a sigh of relief — like 'OK, we didn't pack this place as much as we could.' We still got to have a good time, our family and friends still had a good time, and everybody felt safe."

— Kayla Slusarski.



GAL PALS What is Galentine's Day? The Valentine's Day alternative created by Parks and Recreation stars Amy Poehler and Rashida Jones

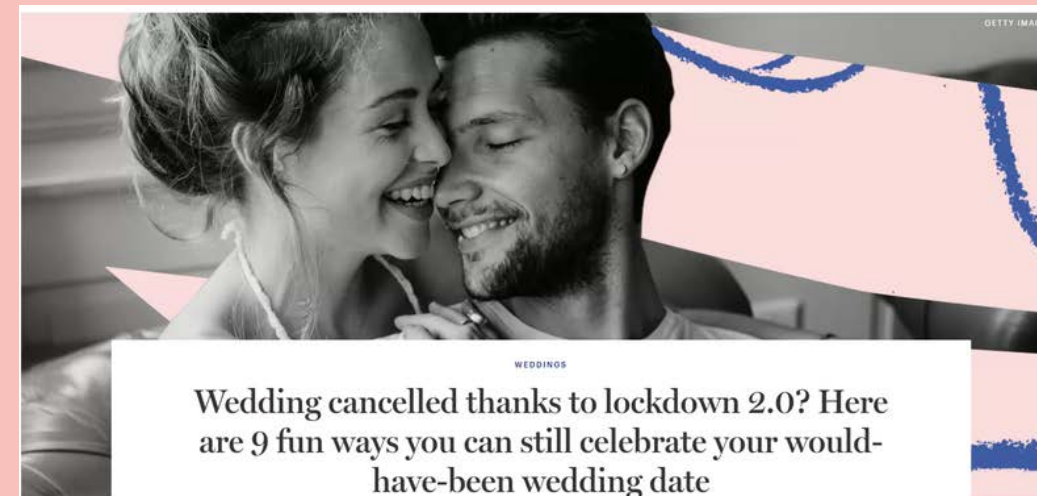
How Amy Poehler turned a sitcom buzzword into a worldwide celebration and how you can plan the perfect girl's night in

Fabulous
8 Feb 2019, 16:50 | Updated: 27 Mar 2019, 11:48

[Twitter](#) [Facebook](#) [Comment now](#)

IN CASE you hadn't heard the fabulous news, Galentine's Day is the new Valentine's Day.

Celebrated the day before on February 13, this holiday is all about female friendships and celebrating those special friends you have in your life.



Wedding cancelled thanks to lockdown 2.0? Here are 9 fun ways you can still celebrate your would-have-been wedding date

Because love conquers Corona.

I do - part two! Society bible Tatler reveals why lockdown brides are planning blowout celebrations for 2021 to rewear 'masterpiece' dresses and take advantage of the 'godsend' of a second guest list

- Betrothed couples may opt for a 'minimony' this summer due to the restrictions
- Tatler published guide to hosting a second wedding amid COVID-19 pandemic
- Society bible's advice includes matching colour schemes and rewearing dresses

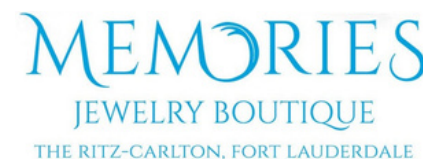
LOVE IS IN THE AIR

Part 1: Bubbles Above The Boulevard

Enjoy spirited sips, savory bites and rooftop vibes at Fort Lauderdale's newest waterfront venue. With live music, a specially curated artisan market and breathtaking views, Bubbles Above the Boulevard will be the newest Galentine's tradition.

- Welcome drink/ gift bag with scannable QR code to reveal special offers at local businesses and on-site vendors.
- Pop a bubble balloon on a wall to reveal a gift valued at min. \$20.
- Mix of traditional wedding/event vendors, girly pop up shops, jewelry, clothing, and spa services, similar to a "market" but with a luxurious edge
- Live Music and Entertainment; DJ, Bands, Photo Stations
- Fun, socially distanced and decorated tables with floral arrangements part of an artistic display and best of competition
- Light Bites / Signature Bar sampling or purchase

HIGHLIGHTS OF CONFIRMED MAJOR PARTNERS:



LOVE IS IN THE AIR

Part 2: Love is in the Air

Whether you are newly engaged, want to gain ideas for your over-covid wedding "I DO Over" blow out, or get married on Valentine's Day on a budget, Love Is In the Air is a fun and festive opportunity to celebrate love

- Same as Part 1, plus the following from 2 – 5 pm
- Couples will have an opportunity to get married by a Rabbi, Priest or Justice of the Peace and have their wedding certificate signed
- Add on Ticket includes a simple bouquet, and/or boutonniere per person/couple and a souvenir photo and wedding gift bag

HIGHLIGHTS OF CONFIRMED MAJOR PARTNERS AND VENDORS



MICRO WEDDINGS ARE THE FUTURE: ARE YOU READY?



I do - part two! Society bible Tatler reveals why lockdown brides are planning blowout celebrations for 2021 to rewear 'masterpiece' dresses and take advantage of the 'godsend' of a second guest list

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LOVE IS IN THE AIR

Part 3: I Do, Again

Whether you are celebrating 1 month or 60+ years, or the historic legalization of gay marriage in 2015, we invite you to join us to revisit and celebrate your wedding vows at the 2nd Annual Valentine's Day Vow Renewal Ceremony on Fort Lauderdale Beach.

Same as Part 2, plus the following from 5:30 – 7:00pm

- Group, non-denominational Vow Renewal ceremony
- Add on Ticket: rose and/or carnation per person, keepsake photo, commemorative vow renewal certificate, sparkling toast, and gift bag
- Online option to dine at local restaurants or book a hotel stay
- Non-denominational vow renewal ceremony at sunset (6:40pm)

HIGHLIGHTS OF CONFIRMED PARTNERS



MARKETING

Take advantage with Tie in Packages

Valentine's Weekend is the perfect time to market your business to locals and visitors alike. Hotels, Restaurants, Spas and Attractions on Fort Lauderdale Beach are welcome to submit their Valentine's Weekend specials for incorporation into our marketing initiatives. Some ideas on ways to tie-in to our plans include:

- **GUEST GIFT BAG / BUBBLE WALL** Gift Cards
- **HOTEL PACKAGES:** Provide a gift card or offer to those who get married or renew their vows
- **RESTAURANT SPECIALS:** Plan a post Vow Renewal Dinner or Dessert Package to offer to guests attending the ceremony, a Gift Card for the VIP bags, Valentine's Brunch or other unique experiences such as Wine Tastings or Cocktail Clinic
- **SPA SPECIALS:** Build a weekend or month-long special service package guests attending the Vow Renewal would be eligible for before or after your busy Valentine's Weekend
- **RETAIL SPECIALS:** Plan a BOGO offers or free gift with purchases
- **UNIQUE EXPERIENCES:** Host a Couples Only intracoastal cruise, dive trip or kayaking adventure
- **ATTRACTION SPACES:** Have an Instagramable property? Provide free admission for couples to snap & share pics

